Data and Privacy File Guides

Apple Media Services: Apple Music Play Activity

February 2023

File name

Apple Music Play Activity.numbers

File description

This file contains information about the user's song play activity through Apple Music.

Why Apple keeps this information

Apple retains this information in order to pay artists and labels, for offering recommendations to customers, in order to offer a number of other features using aggregates of this data (e.g., charts and artist analytics services), for fraud detection, to enforce subscription limits, and for financial record keeping purposes.

Field Name	Details
Album Name	The identifier for the Album representing the played content (when appropriate)
Apple ID Number	Apple account identifying number
Apple Music Subscription	Whether user has an Apple Music subscription
Auto Play	The user preference for auto-play of content
Build Version	The build version of the user's operating system and browser information
Bundle Version	The version of the client app and OS version of the user's device
Client Build Version	The software build version for client app
Client Device Name	Describes client device including hardware model and operating system
Client IP Address	IP address of the requesting device
Client Platform	The Apple platform hosting the content being played
Container Album Name	The name of the album from which the media is played by the user
Container Artist Name	The name of the artist from which the media is played by the user
Container Global Playlist ID	The identifier of the universal playlist from which the played content was selected
Container ID	An identifier of UI element hosting the media played by the user

Field Name	Details
Container iTunes Playlist ID	An identifier of UI element hosting the media played by the user
Container Library ID	The identifier of the universal library from which the played content was selected
Container Name	The identifier of the iTunes cloud container from which the played content was selected
Container Origin Type	From where the user initiated the play (e.g., Radio, Playlist, Album, Artist)
Container Personalized ID	The identifier of user-generated playlists and stations where content is being played from
Container Playlist ID	The identifier of the playlist, by version from which the played content was selected
Container Radio Station ID	The identifier of the radio station where content is being played from
Container Radio Station Version	The identifier of the radio station ID and version of content
Container Season ID	The identifier of the parent season from which the played content was selected
Container Type	The type of UI element hosting the media played by the user
Contingency	Whether the playback content was from the Apple catalog or not (specific to the Sonos 3rd party devices)
Device App Name	The human-readable name of the app performing the playback
Device App Version	The version of the app performing playback
Device Identifier	Identifier for the user’s device
Device OS Name	The operating system of the user’s device
Devise OS Version	The version of operating system of the user’s device
Device Type	The type of client device
Display Count	The number of characters that fit into the device display for time-synced lyrics
Display Language	Describes the language in which time-synced lyrics are shown to the user
Display Type	The description of the device’s display type for time-synced lyrics

Field Name	Details
DSID Count	The number of times the same DSID and Adam ID were observed in the same day
End Position In Milliseconds	The position within the played media when event ended, in milliseconds
End Reason Type	The reason the content playback ended
Evaluation Variant	Information about participation in multivariate tests
Event End Timestamp	The date and time on which the play event ended
Event ID	The identifier of each event generated
Event Post Date Time	The date and time on which the posted events are written to disk
Event Reason Hint Type	The event causing the record (e.g., NOT_SPECIFIED, CONTAINER_CHANGED)
Event Received Timestamp	Date and time the play event was received
Event Start Timestamp	Date and time the play event started
Event Type	Event causing the record
Feature Name	The feature from which the event originated (e.g., my-music, playlists, for-you, new, connect, radio, search)
Grouping	A grouping of generated user's clicks which is added to the Music play on the device
House ID	An identifier used to grant and revoke exceptions for playing and interrupting content across devices
Is CMA Station	Whether play was from Tune-In CMA station (for radio plays only)
Is Delegated	Whether playback was delegated to another device
Is Heatseeker Station	Whether play was from iHeatRadio Heatseeker station (for radio plays only)
Is Heavy Rotation Station	Whether play was from the Heavy Rotation station.
Is Vocal Attenuation	Whether the vocal attenuation was available at the time of the play
Item Type	The type of media item (e.g., ITUNES_STORE_CONTENT, NON_SONG_CLIP, AUDIO_AD, INVALID)
Key Request	This field is a place-holder for enrichment

Field Name	Details
Lease Limit	Whether a play occurred above the lease limit
Legacy Container Name	The name of the iTunes cloud container from which the played content was selected
Legacy Playback ID	Describes the user's playback selection for legacy iTunes clients (e.g., 0 = normal play, 1 = "yes" for seamless playback dialog, 2 = "no", NULL)
Local Radio Station ID	The local radio station identifier specific to live streams
Local Radio Station TuneIn ID	The local radio station identifier for TuneIn only
Lyric Syllable Preference	The user's preference for syllable by syllable lyrics
Matched Content	Specific to legacy iTunes clients, used to match downloaded and purchased content to Apple Music to determine the status of the matched content
Media Bundle App Name	The name of the app producing the media event
Media Bundle Type	A description of the type of app producing the media event
Media Duration In Milliseconds	Total length of the media, in milliseconds
Media Type	Type of media (e.g., audio)
Metrics Client ID	A randomly generated device identifier, which expires every 6 months.
Milliseconds Since Play	Time since the play event occurred, in milliseconds
Offline	Whether event occurred offline or online
Ownership Type	The ownership of item being played, used for the calculation of royalties (e.g., 0-Unknown, 1–No Rights, 2–Purchased, 3–Uploaded, 4–Matched, 5–Added, 6-Subscribed, 7-Not Supported)
Personalized Name	The name for the personalized container from which the content was played
Play Duration Milliseconds	Total length of the media, in milliseconds
Provided Audio Bit Depth	Audio bit depth played to the user, in kHz
Provided Audio Channel	Audio channel type played to the user, in kbps
Provided Audio Sample Rate	Audio sample rate played to the user, in hz
Provided Bit Rate	Bit rate played to the user, in bps
Provided Codec	Codec for bit rate played to the user, in kbps

Field Name	Details
Provided Playback Format	The playback format played to the user
Radio Format	Whether the play is live (0) or pre-recorded (1)
Radio Seed ID	Name of the first song on which the radio station starts
Radio Station Country	The country code where the playback happened for non-live stations
Radio Station ID	The unique metadata identifier for only live streaming stations
Radio Station Position	Denotes the position in the radio station playlist for non-HLS [HTTP Live Streaming] radio plays
Radio Type	The description of the radio content being played for live streaming stations only
Radio User ID	A random token assigned to a user, which rotates on a 24 hour period, used to track unique daily plays
Referral ID	The identifier for the recommended engine selecting the content to show the user
Repeat Play	The user preference for repeat-play
Report Type	The type of radio station for live streams
Session Is Shared	Whether the user is in a shared media session after receiving the invite to co-listen or co-watch
Shared Activity Devices-Current	The number of devices that are connected to the Shared Play at the time the data is collected
Shared Activity Devices-Max	The maximum number of devices that connected to the Shared Play
Shuffle Play	The user preference for shuffle-play
Siri Request	Whether playback was initiated as a result of a Siri request
Song Name	The name of the song played by the user
Source Model	Identifies the car model, which is specific to CarPlay
Source Radio Name	Identifies the third-party for radio plays
Source Radio Type	Identifies the type of stream radio station for live streams
Source Reason	Identifies the source algorithmic reason of radio content

Field Name	Details
Source Type	The source of the play request (e.g., ORIGINATING_DEVICE, PAIRED_WATCH, CAR_PLAY)
Start Position In Milliseconds	The position the event started within the media, in milliseconds
Store Front Name	The country name from which the user action was taken
Subscribed State	Specific to legacy iTunes clients, used to determine the subscription status of downloaded and purchased content to Apple Music
Subscription Discovery Mode	Whether the user is in subscription discovery mode
Use Listening History	Whether play activity is used to affect the taste profile, recommendations, recently played, and heavy rotation
User’s Audio Quality	User's selected audio quality preference
User’s Playback Format	Whether the user has chosen spatial or stereo audio for playback
UTC Offset In Seconds	Timezone offset, in seconds, between UTC and the user’s timezone
Vocal Attenuation Duration	Duration of time spent in vocal attenuation in milliseconds